

**ABSTRACT OF THE DISCLOSURE**

A pseudo-tone processing means color-reduces each RGB component of incoming display data using pseudo-tone processing. A frame memory stores the color-reduced display data before feeding it to a display through a drive means.

5 Color reduction is performed so that the tone number of each RGB component after color reduction is G component > R component > B component. Color reduction is unequally performed in a manner which reflects contributions of each RGB component to brightness.

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